

# Penn Cambria Curriculum

<b>Course Name</b>	<b>Digital Media</b>
<b>Length of Course</b>	<i>1 credit – 1 semester in block schedule</i>
<b>Grade Level</b>	<i>9-12</i>
<b>Prerequisites</b>	<i>None</i>
<b>Course Description</b>	<i>In this course, students will learn how to produce, design and utilize digital media. They will learn elements of design and techniques for producing, editing and distributing digital images, audio, video and Web sites.</i>
<b>Units of Study</b>	<i>What is Digital Media? Basics of Design Digital Images Digital Audio Digital Video</i>
<b>Materials</b>	Text: N/A Supplemental Materials: <i>Blendedschools.net Blackboard curriculum, digital cameras and video camera, editing software (emphasis on open source software)</i>

## NETS-S Standards Alignment

Through the completion of integrated projects, this course aligns to the following National Educational Technology Standards for Students (NETS-S).

### 1. Creativity and Innovation

Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology.

- 1-a. Apply existing knowledge to generate new ideas, products, or processes.
- 1-b. Create original works as a means of personal or group expression.

### 2. Communication and Collaboration

Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.

- 2-a. Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
- 2-b. Communicate information and ideas effectively to multiple audiences using a variety of media and formats.

### 3. Digital Citizenship

Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.

- 5-a. Advocate and practice safe, legal, and responsible use of information and technology.
- 5-b. Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
- 5-c. Demonstrate personal responsibility for lifelong learning.
- 5-d. Exhibit leadership for digital citizenship.

### 4. Technology Operations and Concepts

Students demonstrate a sound understanding of technology concepts, systems, and operations.

- 6-a. Understand and use technology systems.
- 6-b. Select and use applications effectively and productively.

## **Unit: What is Digital Media?**

**Estimated Time: 1-2 weeks**

### **Standard Alignment:**

- 9.1. J Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.  
3.7.12 C Evaluate computer operations and concepts as to their effectiveness to solve specific problems.  
3.7.12 D Evaluate the effectiveness of computer software to solve specific problems.

### **Curricular Objectives:**

Learner will be able to:

- Compare and contrast types of media
- Analyze the impact changes in media has had on society
- Describe copyright rules related to digital media
- Demonstrate compliance with copyright rules related to digital media

### **Assessments/ Measurement of Objectives:**

\*\* Emphasis on student created presentations, projects and authentic demonstration of skill activities (portfolio artifacts)  
Blog and Discussion board entries (student reflection/writing)  
Objective quizzes

### **Suggested Methods of Instruction / Learning Activities:**

Media designer project  
Blog and discussion board entries  
Student created presentations / demonstrations / projects

## **Unit: Basics of Design**

**Estimated Time: 1-2 weeks**

### **Standard Alignment:**

9.1.12A Know and use the elements and principles of each art form to create works in the arts and humanities. (Visual Arts: color, form/shape, line, space, texture, value, valance, contrast, emphasis/focal point, movement, proportion/scale, repetition, harmony)

### **Curricular Objectives:**

Learner will be able to:

- Describe and apply the elements of design to create effective composition
- Describe and apply color theory and typography principles as they relate to media design
- Analyze how visual images are used to convey meaning

### **Assessments/ Measurement of Objectives:**

\*\* Emphasis on student created presentations, projects and authentic demonstration of skill activities (portfolio artifacts)

Blog and Discussion board entries (student reflection/writing)

Objective quizzes

### **Suggested Methods of Instruction / Learning Activities:**

Magazine cover project

Student created presentations / demonstrations / projects

Blog and discussion board entries

## Unit: Digital Images

**Estimated Time: 3-6 weeks** (time adjusted based upon opportunities for authentic project-based learning)

### Standard Alignment:

- 9.1. J Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.
- 3.6.12 B Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving, and decoding.
- 3.7.12 C Evaluate computer operations and concepts as to their effectiveness to solve specific problems.
- 3.7.12 D Evaluate the effectiveness of computer software to solve specific problems.

### Curricular Objectives:

Learner will be able to:

- Describe resolution and the impact of resolution when working with digital image files
- Identify various image file formats
- Use a digital camera and scanner to compose, capture and download images
- Edit images to improve quality and to achieve a desired purpose

Advanced learner objectives:

- Apply advanced image manipulations
- Makes selections with variety of tools
- Work with and use multiple layers to achieve desired result
- Apply image filters

### Assessments/ Measurement of Objectives:

\*\* Emphasis on student created presentations, projects and authentic demonstration of skill activities (portfolio artifacts)

Blog and Discussion board entries (student reflection/writing)

Objective quizzes

### Suggested Methods of Instruction / Learning Activities:

Working as a Graphic Designer project

School photojournalism project

Student created presentations / demonstrations / projects

Blog and discussion board entries

## Unit: Digital Audio

**Estimated Time: 3-6 weeks** (time adjusted based upon opportunities for authentic project-based learning)

### Standard Alignment:

- 9.1. J Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.
- 3.6.12 B Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving, and decoding.
- 3.7.12 C Evaluate computer operations and concepts as to their effectiveness to solve specific problems.
- 3.7.12 D Evaluate the effectiveness of computer software to solve specific problems.

### Curricular Objectives:

Learner will be able to:

- Identify various audio file formats
- Edit audio files to improve quality and to achieve a desired purpose
- Create a podcast with voice, music and sound effects
- Subscribe to a podcast feed

Advanced learner objectives:

- Apply advanced voice altering, editing and sound effects
- Create a podcast series

### Assessments/ Measurement of Objectives:

\*\* Emphasis on student created presentations, projects and authentic demonstration of skill activities (portfolio artifacts)

Blog and Discussion board entries (student reflection/writing)

Objective quizzes

### Suggested Methods of Instruction / Learning Activities:

Creating a podcast series project

Student Council podcast project

Student created presentations / demonstrations / projects

Blog and discussion board entries

## Unit: Digital Video

**Estimated Time: 3-6 weeks** (time adjusted based upon opportunities for authentic project-based learning)

### Standard Alignment:

- 9.1. J Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.
- 3.6.12 B Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving, and decoding.
- 3.7.12 C Evaluate computer operations and concepts as to their effectiveness to solve specific problems.
- 3.7.12 D Evaluate the effectiveness of computer software to solve specific problems.

### Curricular Objectives:

Learner will be able to:

- Describe video file formats
- Create and use the storyboarding process to plan a digital video project
- Use a digital video camera to capture video
- Import video from camera to computer
- Edit digital video to improve quality and to achieve a specific purpose

Advanced learner objectives:

- Compare and contrast various techniques for recording digital video
- Demonstrate advanced digital video editing techniques
- Plan and produce a video documentary

### Assessments/ Measurement of Objectives:

**\*\* Emphasis on student created presentations, projects and authentic demonstration of skill activities (portfolio artifacts)**

Blog and Discussion board entries (student reflection/writing)

Objective quizzes

### Suggested Methods of Instruction / Learning Activities:

Documentary Film project

Welcome to school video project

Student created presentations / demonstrations / projects

Blog and discussion board entries